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# ***Farm Broadcasters Letter***



United States Department of Agriculture Office of Public Affairs Radio-TV Division Washington, D.C. 20250 (202) 720-4330

Letter No. 2587

December 4, 1992

**AGRICULTURE OUTLOOK CONFERENCE** -- Secretary of Agriculture Edward Madigan addressed the 69th annual USDA Agriculture Outlook Conference. "Government should be a partner with farmers in steering desirable change, not be a policeman or a foreboding oppressor," Madigan said. He said incentives are a more important tool for getting results than rules and regulations. Madigan also praised biotechnology. "Biotechnology is more environmentally friendly and is our best chance to harness pest and disease resistance, reduce the use of chemicals and fertilizers, and enhance food safety." Madigan reminded the audience that Abraham Lincoln labeled USDA the "people's department; that is the way it was born and has lived." He presented goals for USDA's future as he stressed unanticipated historical changes that have come about within the past ten years, and how USDA has adapted and developed with each change, as well as expressing the hope that USDA will continue to do so with each change in the future. **Contact: Roger Runningen (202) 720-4623.**

**1992 YEARBOOK OF AGRICULTURE** -- "New Crops, New Uses, New Markets" is the title of the just released 1992 Yearbook of Agriculture. "Finding new ways to tap the abundance of our natural resources will benefit not only agriculture but consumers and society as a whole," said Secretary of Agriculture Edward Madigan. "Developing industrial uses for agricultural commodities will open new domestic markets for American farm products, generate new jobs, boost income and ensure economic vitality in rural communities." The 300-page hardcover anthology is illustrated with photographs, charts and tables, and is printed with soy ink on recycled paper. In addition to areas covered in the yearbook, video footage on certain subjects is available to broadcasters. **Contact: Deborah Smith (202) 720-9173.**

**AMERICANS LEAVE FOR MODEL FARM IN RUSSIA** -- The two couples chosen last August to participate in the St. Petersburg Model Farm Community in Russia, Charles and Lyndell Edgemon from Lubbock, Texas, and Lelyn and Julia Stadnyk from Ashland, Wisconsin, departed November 28 for Russia. "Both couples possess the qualifications we were looking for -- a broad-based technical expertise in production agriculture and excellent communication skills," said Secretary of Agriculture Edward Madigan. For two years, the Edgemons and the Stadnyks will live in the model farm community and serve as advisors to Russian farmers participating in the project. **Contact: Charles Morgan (202) 690-3656.**

**BLUE CORN CELEBRATED** -- New Mexico blue corn was highlighted at a festival of New World crops December 4-5, 1992, in Washington, D.C. at the Smithsonian Institution's National Museum of Natural History. Blue corn is higher in zinc, iron and lysine, an essential amino acid than most other commercial corn varieties. **Contact: George Dickerson (505) 275-2576.**

**BIOSOAP COULD HELP WHITEFLY PROBLEMS** -- Scientists with USDA's Agricultural Research Service say a biosoap, made from extracts of a tobacco plant, could be effective in killing whiteflies, a pest which has increasingly damaged cotton, melons, lettuce and other crops in recent years. The biosoap kills an immature whitefly by weakening the waxy protective coating on its body covering, causing it to dry out. The biosoap could become one of several different controls farmers will likely need to rid crops of the whitefly. The pest has a strong ability to become resistant to compounds used repeatedly against it; however, alternating among different control conventional compounds, such as insecticides, biosoaps and naturally occurring fungi, could hold down resistance. The biosoap is environmentally safe and does not harm beneficial insects. **Contact: Hank Becker (301) 504-8547.**

**NEW DEFENSE AGAINST SOYBEAN CYST NEMATODES** -- Scientists with USDA's Agricultural Research Service have developed a new soybean line, J87-233, to give soybeans a new defense against a Race 2 cyst nematode that can lower yields 20 to 50 percent. The new soybean line also shows good resistance to soybean cyst nematode Races 1, 3 and 5, and is fairly resistant to Race 14 cyst nematodes and root-knot nematodes. Nematodes are present in almost all of the 26 soybean-producing states. The nematodes are hidden in the soil and invade through the roots, disrupting the flow of water and nutrients in plants, reducing yields. Samples of 50 seeds of J87-233 are available upon request. **Contact: Jan Suszkiw (301) 504-8095.**

**NEW ELM TREES** -- Scientists with USDA's Agricultural Research Service have developed two new hybrid elm trees which resist the Dutch elm disease fungus, a leading killer of native American elms. Scientists say American elms were probably the main urban trees widely planted until the early 1940s, when Dutch elm disease got out of hand. Log shipments en route to Cleveland, Ohio, from France accidentally carried the fungus into the country. The two new hybrids are named Frontier and Prospector, and were developed from Dutch resistant elms grown in China and Japan. The new elms should be ready for retail market in 1994. Scientists are hoping that their quick growth and adaptability to stressful environments will appeal to landscapers, home owners and park personnel. **Contact: Jan Suszkiw (301) 504-8095.**

**NATIONAL PARASITE COLLECTION** -- The U.S. National Parasite Collection is celebrating its 100th birthday this year. The collection maintained by USDA's Agricultural Research Service in Beltsville, Maryland, is one of the world's largest collection of livestock and human parasites, and is an essential working tool for ARS scientists. The series of collections are available for study by scientists worldwide. Currently, there are 70 important parasite collections around the world, but only London and Moscow are comparable. The U.S. National Parasite Collection contains nearly 90,000 samples in the specimen base and there are 4,000 volumes and over 52,000 reprints from scientific journals dealing with parasites. **Contact: J. Ralph Lichtenfels (301) 504-8444.**

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## FROM OUR RADIO SERVICE

**AGRICULTURE USA #1852** -- Gary Crawford explores the tradition of the Christmas tree and takes you on a trip to a cut-your-own Christmas tree farm. (Weekly reel -- 13-1/2 minute documentary.)

**CONSUMER TIME #1334** -- Christmas tree supplies/price situation; caring for your tree; tree farming-- more than dollars and cents; wishing you a dairy Christmas?; and cut-your-own Christmas tree. (Weekly reel of 2-1/2 to 3 minute consumer features.)

**AGRITAPE NEWS & FEATURES #1843** -- USDA news highlights; crop disaster assistance; the new bank law/farm bank effects; the new bank law/farmer effects; and meat and poultry outlook. (Weekly reel of news features.)

**NEWS FEATURE FIVE #1549** -- Genetics and bone loss; smoking and osteoporosis; separating biology from chronology; aging and the RDA; and optimal health through nutrition. (Weekly reel of research feature stories.)

**UPCOMING ON USDA RADIO NEWSLINE** -- Thursday, December 10, U.S. crop production, world ag supply/demand; Friday, December 11, farm labor, world ag/grain production, world oilseed situation, world cotton situation; Monday, December 14, milk production, ag income/finance outlook; Tuesday, December 15, vegetable production, crop/weather update, sugar outlook; Wednesday, December 16, tobacco year in review. **These are the USDA reports we know about in advance. Our Newsline carries many stories every day which are not listed in this lineup. Please don't let the lack of a story listing keep you from calling.**

**DIAL THE USDA RADIO NEWSLINE (202) 488-8358 or 8359.**

Material changed at 5 p.m., ET, each working day.

## FROM OUR TELEVISION NEWS SERVICE

**FEATURES** -- Lynn Wyvill reports on food safety tips for giving and receiving mail order food gifts and Pat O'Leary reports on real Christmas trees.

**ACTUALITIES** -- Secretary of Agriculture Edward Madigan on agriculture's changing horizon, the theme of this year's Agriculture Outlook Conference; USDA World Board Chairman James Donald summarizes the agricultural outlook for 1993; USDA economist James Miller on the 1993 dairy outlook; USDA economist Bob McElroy on farm finances; USDA economist Terry Crawford on red meat and poultry; USDA economist Ralph Parlett on 1993 food prices and USDA chief meteorologist Norton Strommen on crop progress and the winter weather outlook.

**UPCOMING FEATURES** -- DeBoria Janifer reports on a mechanical "sniffer" for testing grain developed by USDA researchers; Pat O'Leary reports on the conservation program "We C.A.R.E." and Lynn Wyvill reports on improved cooking oils.

**EVERY OTHER WEEK** -- Agriculture Update with anchors Eric Parsons and Lori Spiczka. Five minutes of USDA farm program information in news desk format with B-roll.

*Available on Satellite Galaxy 6, channel 23, audio 6.2 or 6.8, downlink frequency 4160 Mhz.: Thursdays from 7:30 - 7:45 p.m., ET, Saturdays from 10 - 10:30 a.m., ET, and Mondays from 8 - 8:30 a.m., ET.*



## OFFMIKE

**FARMER REACTION**...to the oilseeds agreement with the European Community was recorded by **Cyndi Young** (WTAX, Springfield, IL) at a meeting in late November of the Land O' Lincoln Soybean Association. Cyndi says the growers didn't get all that they had hoped for, but that the agreement was a step in the right direction. She says they are optimistic, but will wait and see what action is taken by France and the EC. Congratulations to Cyndi. She was presented with the 1992 Media Award at the association's meeting for her outstanding broadcast reporting on soybean issues.

**HIGH MOISTURE CONTENT**...and wet fields are continuing to delay the corn harvest in the area served by **Bart Bartholomew** (KLNT, Clinton, IA). Only half the crop has been retrieved. He says farmers need a hard freeze or dry weather, and neither is in the forecast. He says its been slow going for producers. Bart's station is expanding farm programming. Currently 21 ag reports are broadcast each day.

### *Farm Broadcasters Letter*



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**EQUIPMENT SALES**...have been flat during the year, says **Mike Railsback** (WDAF, Kansas City, MO) despite the good crops. Yields were up substantially for soybeans and for the corn that has been harvested. Farmers in Mike's region are confronting wet fields too. Mike notes that the meeting season has arrived. Farm broadcasters will be covering activities of various associations during the coming months.

**ETHANOL**...is a hot subject in the area served by **Michael Murphy** (KSUM, Fairmont, MN). Meetings are underway to create a farmer co-op supported by 800 farmers to invest \$30 million in an ethanol production facility that would be constructed next year. If funding becomes available from the organization, construction would begin in April 1993 and the plant would be operating by November.

*Vic Powell*  
VIC POWELL

Chief, Radio & TV Division